A Ph.D. Synopsis entitled
A Study Of Digital Marketing For Unorganized Retail Sector In Parbhani City

Submitted to

Swami Raramanand Teerth Marathwada University, Nanded

For the Degree of

DOCTOR OF PHILOSOPHY (Ph.D.) in Commerce

Under the Faculty of Commerce & Management.

Research Student

Mohini Pradeep Patil

Research Guide

I/C. Principal Prof. (Dr.) Shridhar Gangaram Bhombe,

Department of Commerce,

Dnyanopasak Shikshan Mandal,

College of Arts, Commerce & Science,

Jintur Dist. Parbhani

March 2022

"A Study Of Digital Marketing For Unorganized Retail Sector In Parbhani City"

INTRODUCTION:

Salesmanship is an art to induce the people to buy the products at the cost with reasonable profit to the seller those the marketing is a part to the business with the atoms satisfaction to the customer and earn reasonable profit for the future investment.

In ancient India in the marketing was done in form of barter that means commodity against commodity. Slowly it gain the maturity value and people started exchanging an organized retail marketers believed in hard cash and where to banking transaction through bank those they have limitation of restricted marketing with the specific customer in the local area.

Digital India initiative has dramatically evolved in transforming societies, cultures and economies in India. The used of IT application and Internet technology in various has been able to influence a larger sections of society. Digital transmission persuaded the IT development, which increases productivity, Marketing, competitiveness, socio- economic growth and human welfare by different sectors of economy and there begins the digital divide in the use, access, skills and others (Saundarjya, 2005). There seems to be an inequality between the people who are associated with the unorganized sector and where information technology is still less popular and debatable issue.

In a State like Maharashtra which experienced the urbanization and industrialization just after 1990's the Digital India initiative plays a substantial role in affecting the life of the people associated with the unorganized sector. The Digital Divide is now a social & trade issue that denotes a contradiction in between the formal workers, the e-commerce and this marginal class who is less educated and less skilled. Access of information and Internet between this sector have created a huge gap by dividing the employment sector into haves and have not's. The ease of access of Internet in a less developing society of sates like Maharashtra makes the people incapable in maintenance of their business due to less knowledge to access the Internet access and IT applications. Unorganized sector always been a key way of income generation and a way to improving the quality of life to people living in relatively remote and sparsely populated areas of the state. The people of Maharashtra live

mostly in rural areas that's makes them less aware about the digital drive and the significance of it in their day to day life.

Every business owner once thinks at some point that their brick-and-mortar store requires an online marketing strategy. Many successful companies in the retail business have shown how digital marketing helps improve business performance. The retailers are now conscious of a well-planned and executed digital marketing strategy which can be tremendously rewarding in the future. Also, as online shopping has progressively gained traction, the need for digital marketing in the retail industry is reaching its much-anticipated novel heights.

Digital marketing has changed the perspective of modern consumers. Today, almost no business can fully embellish and stay ahead of the competition without a strategic digital marketing practice. A well-planned digital marketing strategy influences the overall performance of unorganized retail businesses in many ways.

TYPES OF DIGITAL MARKETING TRENDS:

1. Search Engine Optimisation (SEO)
2. Pay Per Click Advertising (PPC)
3. Content Marketing
4. Search Engine Marketing (SEM)
5. Social Media Marketing
6. Influencer Marketing
7. Email Marketing
8. Mobile Marketing
9. Affiliate Marketing
10. Augmented Reality and Virtual Reality Marketing etc.

Specially in Parabhani city approximate 1000 shops now a days because of digital marketing they are face much competition with big companies &in front of them they are not sale product in retail outlet unorganized sector like Grocery, furniture, readymade garment etc. Now a day's customer easily purchase online on digital platform and product delivered at home or office.

Unorganized Retailers in Parbhani city regardless of how big or small they are must invest in digital marketing to ensure a quality user experience for buyers. User experience indicates the whole lot from pre-purchase to the post-purchase interactions that customers have with the brand. It should be pleasant and seamless to maximise convenience and efficiency for the end-user.

A strong marketing strategy helps unorganized retail businesses set aside from competitors. Technological advancements in the sector act as the driver of the growth of the retail industry currently. It can allow a company to improve upon the customer perception and invest in brand awareness, reputation, image, etc.

Retailers use digital platforms like Omni channel, SEO, and CRM software to reach clients at the right time, at the right place. This is the right way to increase acquisitions, conversions, and retention. Retail businesses can interact and engage with clients in a modified way to boost purchases. But unorganized sector not reach to customer because of lack of knowledge regarding digital marketing and face the problem of capital.

Digital marketing specifically allows small and medium-sized retailers to challenge their competition with limited resources and access. They can market their brand at convenience and promote their brand globally. In a way reach consumers across the nation with much ease.

Digital marketing can be a boon to modern-day retailers. However, before retailers can reap these benefits, they must first implement proper digital marketing tactics. Specially in unorganized retail sector in Parbahni city.

There are an enormous number of opportunities for retailers who decide to enhance their business plans with accurate digital marketing strategies. However, to attain success and flourish among competitive retailers, they must consider maximum usage of digital marketing tools and communications techniques to maximise their reach. To reap the rewards and move in the right direction. It is always a good option to keep themselves updated on how to increase store sales through digital marketing. The truth for any business today is that your current and future clients utilise the web, 70% of Smartphone users shop every once in a while. Most of the potential customers are on social media hence with the users it is interesting that most of these users are on more than one social media channel. Whatever channel you decide to promote, social media gives access to thousands of potential customers for retail businesses. Cost-per-click, backlinks, influencer marketing, and blogging – these are just some of the digital marketing practices that continue to flourish. To conclude, while

these practices have been around for more than a decade, in the last few years more and more industries, have discovered that they deserve a slice of the digital pie.

LITERATURE REVIEW:

1. Research paper on "Digital technologies in micro and small enterprise: evidence from Uganda's informal sector during COVID-19 pandemic" by Saadat Kimuli, Kasimu Seendawula, Shakilah Nagujja (March 2021) paper concludes the need to explore the intention of micro and small enterprises owners to adopt digital technologies as strategy to catalyze sustainable growth of Uganda's economy.
2. Research paper on "Digital Diffusion and its impact over Unorganized Sector of Assam" by sivanath chutia (2020) paper concludes unorganized sector is a source of livelihood and employment for many throughout the world. Though government has taken many initiatives relating to digitalization in retail industry but the country is increasingly getting divided between the indigenous distributors and Multinational Corporations who have access to technology and those who do not. So the research paper concludes that the governments have to provide maximum benefits to tackle the obstacles such as illiteracy, lack of skills and in infrastructure in the unorganized sector too.
3. Research paper on "Social Media: A Boon for Marketer of Unorganized Sector" by Reetu Sharma (2019) paper concludes that most striking especially in the context of developing nations in the Asia-Pacific regions is that the impact of no other medium will be felt to be as important as social networking in our nearest future in every aspect and dimension of human life and marketing is no exception.
4. Research paper on "Branding in Informal Sector: Qualitative analysis from a Developing Country Perspective" by Shamsul Huq Bin Shahriar, Sayed Arafat, Sayeed Alam (September 2019) paper concludes branding is the most important component in marketing. It suggests for informal sector to explore some basic characteristics of informal businesses and informal brands.
5. Research paper on "A study of Marketing strategies used by Unorganized Retailers to gain Competitive advantage in Chattisgarh State" by Apoorwa Mishra, Ekta Mishra And Malvika Tiwari (2017) paper concludes by observing that different marketing strategies need to adopt by small scale retailers to survive in digital era by focusing on

in-store promotion strategies more & need to gain intensive knowledge to local communities.

IMPORTANCE OF THE STUDY:

With endless opportunities, digital marketing can seem intimidating if you've never used it for a business before. There are a variety of platforms and digital marketing terms that may make it seem like a bigger project than it is.

Unorganized retail sector can believe they don't have the time or money to compete online. As a result, many prefer to take things slowly and stick with one or two forms of traditional advertising, assuming that their business will evolve as time passes.

The fact is the marketplace is competitive and while word of mouth and customer recommendations can help drive traffic, customers will struggle to find your business unless you show up in the places they spend time. After all, 4.6 billion people use the internet for many reasons. That's 60% global internet penetration according to Digital 2021: Global Overview Report. So delaying building a presence online is not an effective approach. The best way to ensure success is to promote your business on a global scale and use targeting to attract customers that are interested in your service or product.

REALIZE YOUR CUSTOMERS ARE ONLINE:

When someone is interested in your business, whether it's in your niche or they are curious about your brand, the first thing they will do is research online and see what they can find out about you.

In today's digital age, customers expect to find a website and social media presence. They may be looking for reviews so they can learn what other people are saying about your company and whether it is a good place to do business. For local businesses, 87% of consumers read online reviews - a growth of 6% from 2019 to 2020.

So if a potential customer can't find you online, they may conclude that your business doesn't appear to be legitimate. There is a very good chance that a lot of these prospects may decide not to take your business seriously and they will quickly head somewhere else.

FIND OUT WHAT YOUR COMPETITORS ARE DOING ONLINE:

For your business to be successful, you need to pay attention to what your competitors are doing and learn from it. Don't think of your competitors as someone to beat, but as people who have something to teach you.

When you look at what your competitors are doing online, you will get some idea of what is and isn't working. Most likely, whatever type of business you are in, your competitors have established a web presence.

OBJECTIVE OF THE STUDY:

1. To examine use of Digital marketing platform by unorganized retail sector.
2. To study the socio-economic factors effect on implement of Digital marketing.
3. To evaluate traditional and digital marketing impact on unorganized sector.
4. To examine product delivery service provided by unorganized retail sector
5. To examine internet services availability in Parabhani city.

HYPOTHESIS OF THE STUDY:

H_0. There is no literacy about digital marketing implementation by unorganized retail sector.

H_1. There is Good Knowledge About Digital Marketing

H_0. There is no any door product delivery service by unorganized retail sector.

H_1. There is Need to door to door marketing.

H_0. There is no any capital for Digital marketing.

H_1.There is full fillness of capital marketing

H_0. There is no any full speed internet service in Parbhani city.

H_1. There is an Internet hub in Parbhani District.

SAMPLE SIZE AND SELECTION:

Primary and Secondary data will be foundation of this study. A study was undertaken to collect preliminary information about individual unorganised retailer. The researcher will use filed survey by means of visits and interviews for the purpose of collecting primary data. Based on the study the researcher will prepare structured questionnaires to confirm for as to whether data is related to objectives and the feasibility, validity and reliability of the variables

contained in the questionnaire. Based on the feedback given by the customer and proprietor of the retail business necessary changes will be incorporated in the questionnaire. Researcher will selected only for Parabhani city unorganized retail sector

SAMPLE DISTRIBUTION:

Parbhani:

Parbhani district population in 2021 is 19,64,700(estimates as per Aadhar uidai.gov.in Dec 2020 data). Per 2011 census of India, Parbhani District has a population of 18,36,086 in 2011 out of which 9,42,870 are male and 8,93,216 are female. Literate people are 11,57,814 out of 6,66,291 are male and 4,91,523 are female. People living in Parbhani District depend on multiple skills, total workers are 8,22,797 out of which men are 5,01,422 and women are 3,21,375. Total 2,81,771 Cultivators are depended on agriculture farming out of 1,72,500 are cultivated by men and 1,09,271 are women. 2,88,438 people works in agriculture land as labour, men are 1,48,417 and 1,40,021 are women. Parbhani District sex ratio is 947 females per 1000 of males. Next Parbhani District census will be in 2021.

From the above data unorganized retail sector beneficiaries will be considered 10%, for consumer and proprietor consider 50% for Parbhani city. From total universe of unorganized retail sector in Parbhani district out of that 50 % of each unorganized retail sector with types of use digital marketing.

SCOPE OF THE STUDY:

The study attempts to increase the sale of unorganized sector in Parabhani city as well as literacy level also increase also aware the consumer about product available in local market and consumer cost effective purchasing as well as proprietors ready for global competition in the market with use of Digital marketing.

RESEARCH METHODOLOGY:

The methodology deals with the population of the study, method of data collection, pilot study and pre testing, sampling plan, sample size, technique of data collection, types of data used for the research, hypotheses, and statistical tools applied.

The study used both primary and secondary sources for collecting required information pertaining to research problem. Primary data are obtained through structured

questionnaire. The secondary data will be collected from various sources such as journals, books, magazines, newspapers, websites and from previous studies.

PERIOD OF THE STUDY:

The interviews and structured questionnaire will be prepared for the selected unorganized retail sector will be conducted during the period from 2021 to 2024. The reference period while collecting the secondary data is not restricted to particular number of years.

POPULATION OF THE STUDY:

The population of the study constitutes unorganized retail sector in the Parbhani city in the state of Maharashtra in India. It includes consumers and proprietor Concerns which are located in Parbhani city.

METHOD OF DATA COLLECTION:

Primary data:

In this study both primary data and secondary data will be used based on objectives of the study. Primary data will be collected through structured questionnaire.

Secondary data:

The secondary data will be collected from various sources such as journals, books, magazines, newspapers, websites and from previous studies.

Sample survey method will be used to collect the primary data. The sampling technique will be quota sampling. The data will be collected from the consumer and proprietor of unorganized retail sector of Parbhani city in Marathwada Region.

TOOLS AND TECHNIQUES OF ANALYSIS OF DATA:

The primary data which will be collected from the beneficiary from Parbhani city have been properly sorted, classified, edited, tabulated in proper format and analysed by deploying appropriate statistical tools. In the analysis and interpretation of data statistical tools/ techniques like percentage analysis, Chi-Square Test, Anova, T-Test, correlation,

Duncan and Games-Howell Post hoc multiple comparison test will be used. The researcher will use Statistical Package for Social Sciences (SPSS), in order to analysing the data collected from the beneficiary from Parbhani city for the study.

RELEVANCE OF THE PROPOSED PROBLEM:

Research problem has a due relevance with socio economic approach towards proprietors in Parbhani city with their digital marketing literacy, secured market reputation, perception and satisfaction level of the consumer in through digital marketing.

LIMITATIONS OF THE STUDY:

Following are the limitations of the study

1. The evaluation of the study will be limited to only selected unorganized retail sector in Parbhani city.
2. It is limited to time period and money.
3. The study is based on data collection from year 2022-2024.

CHAPTER SCHEME FOR PROPOSED RESEARCH:

Executive Summary

1. Introduction
2. Research Methodology
3. Review of Literature.
4. Impact of Digital marketing on unorganized retail sector in Parabhani city.
5. Traditional and Digital marketing in Parbhani city.
6. Data Interpretation and analysis
7. Findings, Conclusion and suggestion.

Bibliography

Appendix-A,B

REFERENCES:

1) Internet World Stats (2015) World Internet Users Statistics [Online] http://www.internetworldstats.com/stats.htm
2) Aufray, J., 2009. Master International Business & Marketing, IDRAC Lyon (2009)
3) Duermyer, 2017. https://www.thebalance.com/can-you-really-make-money-with-affiliate-marketing-1794168
4) Oliveira, A., 2017. A Four-Step Guide To Creating Your Digital Marketing Plan, https://www.forbes.com/sites/forbesagencycouncil/2016/11/17/a-four-step-guide-to-creating- your-digital-marketing-plan
5) McDonald, M., 2012. Market Segmentation: How to do it, how to profit from it, John Wiley & Sons.
6) Stern, C.W. and Deimler, M.S., 2006. The Boston Consultancy Group on Strategy: Classic concepts and new perspectives, John Wiley & Sons.
7) Chaffey, D. and Ellis-Chadwick, F., 2015. Digital Marketing Strategy, Implementation and Practice, 6th edition. Financial Times/ Prentice Hall, Harlow.
8) Kingsnorth, S., 2016. Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page, Business & Economics
9) Chaffey, D. Smith, P.R., 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing 5th Edition, Routledge , ISBN-13: 978-1138191709
10) Brodo, R., 2015. Business acumen http://www.advantexe.com/blog/how-digital-marketing-is-redefining-customer-segmentation
11) https://www.singlegrain.com/res/digital-marketing-agency/case-studies/
12) https://www.zazzlemedia.co.uk/blog/coca-cola-digital-marketing
13) https://www.digitalseoguide.com/digital-marketing/how-to-create-a-digital-marketing-strategy/
14) http://www.mediaocean.com/digital-marketing-guide/overview-history
15) https://www.webintegrations.co.uk

Research Guide **Research Student**